

## PRESS RELEASE

### **Expotechnik Produces Wacker Global Roadshow**

#### **Showroom-in-a-shipping container to travel around the world**

Atlanta / GA, March 28, 2013 - Wacker Chemie AG has selected Expotechnik Group to manage a year-long global tour celebrating the 75th anniversary of its VINNAPAS® Dispersions high-quality polymer binder. Expotechnik has engineered and fabricated two showrooms inside of conventional shipping containers and will manage logistics as the showrooms visit trade fairs and WACKER sites in Europe, North America and Asia.

The tour celebrates VINNAPAS's history and communicates its applications and uses. First stops include the European Coatings Show in Nuremberg and the International Engineered Fabrics Conference and Expo in Florida.

Expotechnik engineered the showrooms to withstand overseas shipping, conform to numerous fire codes and survive temperature fluctuations. More details about the project can be found at: [www.wacker.com/future-bound](http://www.wacker.com/future-bound)

Meet **Expotechnik**, architects of community engagement. We serve innovative corporations by creating architecture-supported experiences that entice, educate and persuade prospective customers. Our specialties include exhibits, exhibitions, events and environments. We are headquartered in Frankfurt, Germany with nine subsidiaries located across Europe, North America, Asia and Australia. Our customers include Siemens, BMW, Lufthansa and Deutsche Telekom.

For more information, contact Lisbeth Conigliaro, Expotechnik at 678-672-1363 or [lisbeth.conigliaro@expotechnik.com](mailto:lisbeth.conigliaro@expotechnik.com).

**Press contact:** Lisa Sinicki, LGS Communications at 207-653-5407 or [lisa@lgscom.com](mailto:lisa@lgscom.com).